THE REVIEW

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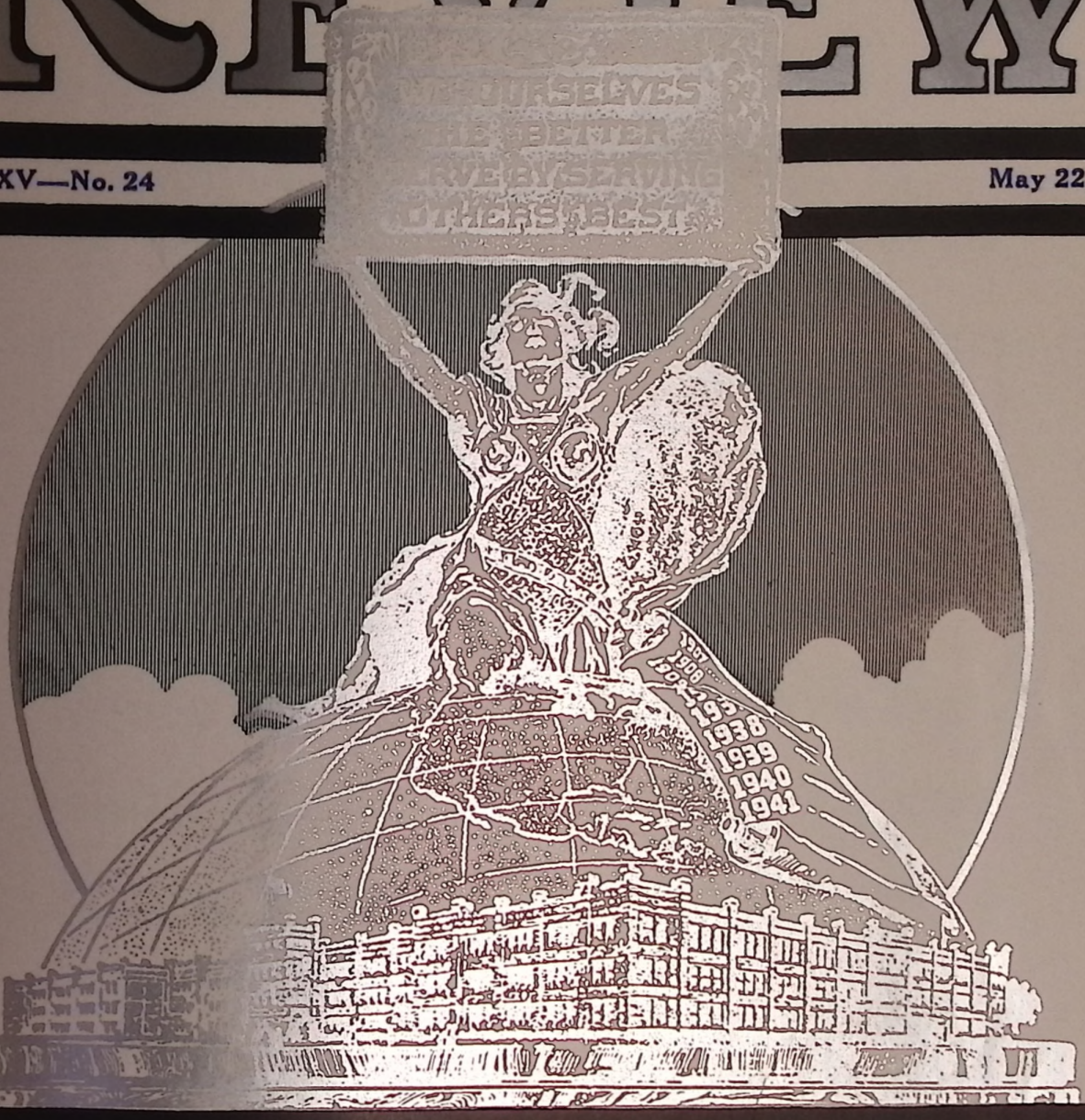


There is but one Proof of Ability

RESULTS!

REWARD!

$10,000

Past experience shows that a new account will earn $100 in commissions over a period of a year or two.

100 new accounts will put $10,000 extra in your pockets.

How many will YOU open?

The REVIEW

Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV JOLIET, ILLINOIS, MAY 22, 1941 No. 24

Our 34th Birthday

Monday, June 2nd, is Opening Day of the

CHARTER MONTH CONTEST

We are about to pass another milestone, and again, it is more of a thrill, more of a challenge and more of a pleasure than ever before.

Next week—May 26th to 31st—you'll be making your plans for Charter Month. Don't forget that an order or more every day that week will give you the momentum to go on to accomplish what you want to accomplish during the Birthday Month. I know your ambitions and enthusiasms and I feel sure there is not a man on the force who is going to leave it to chance; that you will not forget that six or eight hours of study and planning that week and every week will be a great help to you. I know you are preparing yourself for the 29 working days from June 2nd to July 5th, and that with A GOAL IN FRONT OF YOU, backed up with that SINCERITY OF PURPOSE

and THAT EXTRA EFFORT YOU WILL PUT FORTH, YOU WILL ESTABLISH NEW RECORDS.

Remember these important SALES IDEAS—

A DEAL IN EVERY TOWN. In selling a deal show your customer how much advertising space he gets.

HOW MUCH ARE YOUR CUSTOMERS WORTH TO YOU? Every time you create a new user of good will advertising, it is worth $100.00 to you.

The commissions on the original order may be only five or six dollars, but over a period of years each one of your customers is worth $100.00 to you.

That thought can be carried to your customers. You can tell your prospects that you place a value of $100.00 on every new customer you make regardless of how small the initial order is. That will prove true in the case of your prospect. If you can show him the value of a new customer to him, you can help him to create new customers. If he uses DAD his prospect gradually learns WHO HE IS, WHERE HE IS, WHAT HE IS. If he hands out or mails a calendar in December he has the chance for that contact with his prospect, the chance to make the prospect conscious of WHO HE IS, WHERE HE IS, WHAT HE IS. It's worth trying.

We finish the Fishing Contest this week. Then five working days (May 30th is Decoration Day) before June 2nd—OPENING DAY OF CHARTER MONTH. Make every minute count. WATCH YOUR TIME DOLLARS. LET'S GO! Beginning Monday morning, May 26th, with all the WILL TO WIN at our command. Best of Luck.

T. Mackenzie.

"To work with the hands, the mind and the heart is man's noblest endeavor."

Congratulations and Thanks

As the fishing contest closes, I congratulate all the winners and thank them for the special effort they made to win. I also want to thank all who entered into the contest and tried to win even though they didn't succeed this time. Those who finished close will surely make it next year.

Within a few days another contest will start—the most interesting contest of the year because it celebrates the birthday of the company. This year the contest will be unusually exciting because it comes at a time when there is much business to be written. Money is plentiful and in this changing world good will is more important than ever.

In building your sales presentations, tell all the business men you contact that there are two fundamentals that should not be overlooked. The more than ever great need of showing sincere appreciation of customers and the more than ever great need of building new customers should be your selling plan.

It is true business is plentiful. Retail merchants are all showing increases and have money to spend for advertising. It is only natural that they are undecided just how to spend their money—so our presentations should be interesting and convincing. A good plan to follow during the entire summer will be to spend not more than half of each day calling on customers and prospects—and fully one half of each day making what are called "cold turkey" calls.

James R. Talcott

"BIG ENOUGH TO SERVE YOU — NOT TOO BIG TO KNOW YOU"

DEAR MR CADE:

I don't know what it was that originally inspired the slogan "Big enough to serve you—not too big to know you," but it fitted in so naturally in this case that I thought I'd write and tell you about it—even though the resulting order was a small one.

My customer here is just a small town grocer who like so many others in his class was worried about the competition of the big-time giant food marts and chain stores. It was while he was lamenting the situation, and telling me he wouldn't consider calendars because it was no use—he didn't know what it was coming to"—that it suddenly occurred to me that our slogan might have been meant for just such fellows as he—that by means of it he could tell his trade that he could be just as big as his competitors and yet still retain that personal not too big to know you" touch that the giant marts and chain stores most certainly lacked. I proposed this thought to him, using of course, the subject "Rah! Rah! Rah!" and his face beamed at the idea—said it was just what he wanted—he'd show those big boys, etc. Result—the order.

My thanks to the creator of that copy line.

Sincerely,

AL CLAPP.

WITHDRAW R8—16½x23½—Where Speckled Beauties Play
LE HANGERS R8½—18x30—The Waterfall.

I MADE MY FISHING QUOTA THE HARD WAY

DEAR ERNIE:

Although four weeks ago I thought "I'd never smile again," I find that I can smile, and I think I'll sleep better tonight, because, today by a comfortable margin, and the kindly assistance of Emma, (the wife, or assistant sales manager) I got the North Woods trip in the bag and sewed up tight.

Emma really closed the final sale that put me over, by telephone.

I'm extremely proud of the fact that this worked five straight for me—1937, 1938, 1939, 1940, 1941. I didn't start working for you until May of 1936 so I had no chance to win that year. I'll always regret that I did not start early enough to have won all of the vacation trips G-B has given.

As usual I had to win the hard way. I'm living in the hope that some day I too will be a "big shot" like Amasa Hartman, Larry Moss and others, and be able to step out and win in just 3 or 4 weeks.

Sincerely,

GUY DEAN.

BUSINESS CONTINUES GOOD

And Money for Advertising Is Plentiful

By the time this issue of REVIEW reaches you, the North Woods Vacation Contest will be closed and we'll all be getting in line for the next big event.

In the meantime, Go-Getters continue to make the most of their opportunities and are saying it with orders.

Frank Raitz of Ohio leads off with a $1000 sale of S-257 Dairy Calendars "A Long Life and a Healthy One"—sold to a DAIRY.

An interesting copy angle on this order is as follows—
"WE BUY OUR MILK FROM THE BLANK DAIRY"

Which constitutes a tacit commendation of the service and quality rendered by the advertiser, on the part of everyone displaying the calendar.

Jim Gammell of Massachusetts figured that tool makers would be busy helping out on the Defense Program, so he contacted a likely prospect and came through with a $448 order for special deluxe art calendars sold to a TOOL MANUFACTURER.

Leo Himelhoch is cashing in on that new sample case of Pencils and this week he scores with a $320 sale of Perpetual Calendar Pencils to a MUTUAL FIRE INSURANCE COMPANY.

Guy Dean is another Go-Getter who doesn't leave any change lying on the counter. This week Guy creates a new account with a $250 sale of No. 100 Pencils to a NATIONAL BANK. Don't miss Dean's letter elsewhere in this REVIEW, telling how he won the North Woods Vacation.

Jut Laing knows leather from hoof to hide, and he sells a lot of Paragon—because he knows it will give satisfaction. Jut comes through with a $220 sale of Billfolds and Key Cases, sold to a big TANK AND BOILER MANUFACTURER.

Fred Bell makes a $200 sale of "Bright Bouquets" Blotters to an INSURANCE AGENCY.

Ralph Bond creates a new account with a $200 sale of last edition hangers—"Where Speckled Beauties Play" to a BREWERY.

Tom Merchant makes a new customer with a $130 sale of News Quiz, "Playmates" sold to a STOVE REPAIR COMPANY.

Randolph Lipford sold 1000 Paragon Key Cases to an AUTO DEALER.

Bert Stiff made a $150 sale of last edition billboards, "Toilers of the Sea" in R-2 to a FUNERAL DIRECTOR.

DIRECT MAIL ADVERTISING IS THE SHORTEST DISTANCE BETWEEN BUYER AND SELLER.

People Pay Attention Wh You Put It On the Wall

The heading of this article carries with it an apology to The Saturday Evening Post, which has been running a series of clever cartoon advertisements by W. Steig in The New Yorker, and other magazines. These advertisements are built around the slogan: "People pay attention when you put it in the Post."

Now I am perfectly willing to admit that people DO pay attention to advertising in the Post. It would be silly to argue otherwise, for The Saturday Evening Post still leads all other magazines in total advertising, and has maintained its lead for many years. Moreover, when advertisers gladly pay $8,000 for a one-color page in the Post, and as high as $23,000 for a four-color double-page advertisement, there is no use denying that the Post pays out.

But, in admitting these facts, we should remember that the Post is a general, indirect advertising medium and that its advertising rates are based on an average net paid circulation of 2,700,000 copies, which happens to be 569,309 LESS than its acutal average net paid circulation (excluding bulk) for the past six months. So, with that free plug for the Post as the biggest buy in the magazine field today, it may be permissible to borrow its slogan, re-word it slightly, and see how it applies to OUR type of advertising.

First of all, what do we look at more than anything eles? The daily newspaper? No, we see that only once or twice a day. The weekly magazine? No, we see that only a few times during the week. The monthly magazine? No, we see that only a few times during the month. Outdoor signs? No, we see them only when we are driving or walking, and even then ONLY those that happen to meet our gaze. Well, what DO we look at MORE than anything else? The members of our family? Unfortunately, no. As a rule we see them only in the early morning and after we return home at night.

Yet there IS one thing, or many things of the same kind, that we look at MORE than anything else. Know what it is—or they are? You can find only one true answer. More than anything else we look at WALLS—the WALLS of our home, the WALLS of our office, the WALLS of our factory. Except when we are outdoors, WALLS — WALLS — WALLS — are ALL WAYS WITHIN OUR LINE OF VISION. In the course of a day, the average human being—in fact, any human being but a tramp—sees WALLS more than any other one thing.

The minute we get up in the morning, we begin looking at WALLS. Wherever we go all day, except when riding or walking, we encounter WALLS. The minute we come in the front door in the evening, we see WALLS. All through dinner we are surrounded by WALLS. Throughout the evening, we are confronted with WALLS. The last flickering light before we go to bed casts its glow on WALLS.

We can get away from newspapers, magazines, billboards, signs, car cards, radio any other medium used for advertising, but unless we sleep under the stars, we can't get away from WALLS. Wherever we go, wherever we turn, wherever we are, we are conscious of WALLS. From the cradle to the grave, we see more of WALLS than of any other thing in this world.

When Hazlett wanted to write a proverb about the ONE thing that "knows" more about people than ANYTHING ELSE, he gave us "WALLS HAVE EARS." He meant, of course, that wherever we are somebody is apt to be listening.

So, to put this thought in epigrammatic form, he hit upon the one thing that we can't get away from—WALLS.

Because of the importance of WALLS in our everyday life, it seems to me well within reason to adopt "The Saturday Evening Post's" slogan, and change it to read: PEOPLE PAY ATTENTION WHEN YOU PUT IT ON THE WALL.

But, speaking from the standpoint of advertising, how can you put it on the WALL? So far, people will not use wall paper for advertising purposes. And nobody will consent to let you place or print a sign on an inside wall. Then, how is it possible to place advertising in this most preferred, most exclusive, of all positions and all places?

Well, now, you are not asking US, are you? Even a child in kindergarten could answer that. There is only ONE way to place an advertisement on the inside wall of anything but a hovel or a college boy's room. And that one way—careful now, we're leading you into something—is by means of a calendar, preferrably an ART CALENDAR.

Ah, there you have it! The secret is out! We see more of walls—walls—WALLS—than of anything else. And, obviously, "people pay attention" most to what they SEE most. Therefore, by the process of elimination, deduction, logic, reason, or any other process you can think of, "The Saturday Evening Post" slogan must REALLY HAVE BEEN MEANT for the calendar business. At least, we hope that ancient and honorable publication will not mind if we trespass just a little, and metaphrase their effective sales slogan to read:

PEOPLE PAY ATTENTION WHEN YOU PUT IT ON THE WALL!

No hard feelings, please, Messrs. Fuller and Stout, we've never missed a copy of The Post since the day when Cyrus H. K. Curtis paid $1,000 for it 'way back in 1897, and we still think it is tops in the weekly field. BUT we do like that slogan of yours BETTER for the CALENDAR business.

WALLS — WALLS — WALLS — wonder why Rudyard Kipling didn't write a poem about WALLS?

Jewett E. Tucker

DIRECT MAIL ADVERTISING PERMITS CONCENTRATION BECAUSE IT GOES DIRECTLY TO THE BUYER YOU WANT TO REACH.

Charles Clayton made a $200 sale of "Spirit of America" to a big MANUFACTURER OF TEXTILE MACHINERY.

In addition to his big Dairy order, Frank Raitz appears again with a $104 sale of "Spanky Safety Patrol" to a COAL DEALER—a new customer.

Harold Ricker made a $125 sale of special deluxe calendars to a BOILER WORKS.

Tom Perrott sold 750 S-257 "My Bonnie" to a DAIRY for $102.

Nick Osburn made a $177 sale of Paragon Desk Memo Pad Calendars to a PAPER MANUFACTURER.

Sam Haynes made a $145 sale of Paragon Billfolds to a FUNERAL DIRECTOR.

H. A. Gorsuch of Colorado sold "Spirit of America" to an AUTO DEALER for $136.

C. W. Fisk created a new account with a $132 sale of News Quiz to a SERVICE CONCERN.

W. B. Boozman sold "Here Peace and Happiness Abide" to a FUNERAL HOME for $100.

Mr. Boozman also sold the Marian Anderson and the All-American calendars to another FUNERAL HOME, and the Etta Moten calendar and the "Freedom for All" Billboard to a third FUNERAL HOME.

P. H. Cowherd sold 250 Pencils to his local LION'S CLUB.

Clyde Estes sold 1000 Ger-Bars to a FUNERAL HOME.

Hugh Estes sold "Happy Bluebird Family" to a FUNERAL DIRECTOR.

King Gerlach sold 100 Safety First Billboard Calendars, "Be Sure You Are Right" to a FUNERAL DIRECTOR.

John Gilbert created a new account with a sale of "Priceless Heritage" to a FUNERAL HOME.

Howard Kersey sold 100 Knives and 100 Pencils to a BAKERY.

C. L. Lewellen sold 400 S-257 Dairy Calendars to a DAIRY.

H. R. Messick made a new customer with a sale of 300 "My Bonnie" on Farm Record Calendars, to a HATCHERY.

Albert J. Morrier sold "Silver Dawn" in D-63 to a LUMBER DEALER.

Larry Moss sold "Houghton Mill" to a FUEL DEALER.

DIRECT MAIL ADVERTISING CAPITALIZES ON TIMELINESS; YOU CAN MAKE THE PASSING MOMENT YIELD ALL THERE IS IN IT.

DIRECT MAIL ADVERTISING IS ONLY ONE STEP LESS DIRECT THAN PERSONAL CONTACT.

Ryan Perry sold 200 foldover deluxe greetings to a PONTIAC DEALER.

Jack H. Sanders sold 250 Pencils to a LUMBER DEALER—a new customer. Mr. Sanders also made a $90 sale of Paragon to the same customer.

F. M. Stevenson sold 300 S-257 "Rainbow Fishing Fleet" to a DEALER IN FEED AND SEEDS.

Frank Raitz makes the column a third time with "My Bonnie" sold to a COAL DEALER.

John Mur created a new account with a sale of 1500 special calendars and 500 greetings, sold to a MAUSOLEUM COMPANY.

F. L. Zimmerman made a $100 sale of deluxe calendars to a METAL WORKS.

Mr. Zimmerman also sold "Peekaboo" in billboards and hangers to an ICE AND FUEL DEALER.

Guy Dean sold fifty Paragon Key Cases to a TEXACO DEALER.

Cecil Nixon sold "Steady" in R-2 Billboards to a REAL ESTATE COMPANY.

Charlie Chamberlain sold 5000 FD Service to a FUNERAL HOME.

Mr. Chamberlain also sold 200 "Spanky Safety" Billboards to a DEALER IN PETROLEUM PRODUCTS, and 5000 FD Service to still another FUNERAL DIRECTOR.

Mr. Steward sold "My Bonnie" to a GROWER AND SHIPPER OF POTATOES.

H. R. Messick sold 200 "My Diary" Baby Booklets to a DAIRY—a new customer.

Tom Perrott made a $100 sale of "Peekaboo" to a CLEANER—a new customer.

P. H. Keboch sold 500 S-241, "Come Back Here" to a DAIRY.

Ben Gatliff made a $100 sale of Paragon to a FUNERAL DIRECTOR—a new customer.

E. Bottiggi made a $157 sale of "My Bonnie" to a COAL DEALER.

King Gerlach made a $160 sale of "The Guiding Hand" to a LAUNDRY.

Herman F. Grotte made a $125 sale of FD Service to a FUNERAL DIRECTOR.

DIRECT MAIL ADVERTISING TAKES POSSESSION OF THE CENTER OF THE STAGE AND YOUR COMPETITOR'S ADVERTISING CANNOT BUTT IN.

DIRECT ADVERTISING ENABLES YOU TO KNOW WHERE YOU STAND SINCE DEFINITE RESULTS MAY READILY BE TRACED.

Howard Kersey sold 500 "My Diary" Baby Booklets to a MILK AND ICE CREAM DEALER.

Bill Herrmann sold 250 Air Pilots to a SASH AND SCREEN MANUFACTURER for $127.

E. A. Gilmore made a $127 sale of "Playmates" Blotters to a MOTOR TRANSPORT COMPANY—a new customer.

Guy Dean sold 380 Pencils to a DEALER IN PETROLEUM PRODUCTS for High School distribution. This is another $110 sale and another new customer—thanks to Eckland's timely idea.

Art Vores makes a $101 sale of Knives to a MERCANTILE CONCERN.

R. H. Miller of Indiana, made a $100 sale of "Their Priceless Heritage" to a LUNCHEON SERVICE COMPANY.

Ryan S. Perry sold 150 Knives to a CREAMERY.

G. R. Russell sold a Safety Campaign, using Spanky's "Safety Patrol" to a CLEANER.

Ben Bercovit sold 500 Metal Calendars to a FUNERAL DIRECTOR.

Mr. Bercovit also sold 500 Special Calendars to a RESTAURANT.

Harry Etter sold "Scenes of My Childhood" to a LUMBER DEALER.

Mr. Houison made good use of Eckland's Graduation idea when he sold 175 Pencils for High School distribution. Each pencil is to be stamped with individual name of recipient.

A. McWilliams made a nice sale of "Spirit of America" to a PACKARD and PONTIAC DEALER.

Frank Raitz sold "Kiddies, Inc." Post Cards to a DRUGGIST—a new customer.

Fred Shallish created a new account with the Eckland idea when he sold 160 Pencils for High School distribution.

Mr. Shallish also sold "Bright Bouquets" Post Cards to a JEWELER, using the Al Baskin copy. This is a new customer.

Sam Raborn sold 300 R-19 Religious Calendars to one of America's big STEEL MANUFACTURERS for Industrial distribution.

G. R. Russell created a new account with a sale of 100 Pencils to a TRANSFER AND STORAGE COMPANY.

Bert Stiff sold 3600 Post Cards to a CLEANER—a new customer.

O. M. Wildman created a new account with a sale of 250 Pencils to a TEXACO SERVICE STATION.

DIRECT MAIL ADVERTISING PUTS YOUR ADVERTISING UNDER YOUR PERSONAL CONTROL, MAKING YOU INDEPENDENT OF OUTSIDE CONDITIONS.

DIRECT MAIL ADVERTISING DEMANDS QUICK ACTION WHEN DESIRED.

Fred C. Parks sold 250 Foldover DeLuxe Greetings using "The Joy of Living to a SAW MANUFACTURER.

F. L. Zimmerman sold 500 S-257 Coal Facts Calendars using the "Houghton Mill" subject, sold to a COAL DEALER, using the following copy—"FOR COMFORT'S SAKE BURN NORTHWAY COAL."

Lynn Walker sold "Spirit of America" to a MEN'S WEAR SHOP—a new customer.

W. F. Dunlap made a $100 sale of "Steady" in R-2 Billboards to a dealer in BUILDERS' SUPPLIES, to advertise "DEPENDABLE SERVICE."

J. S. Bell sold 200 "Spirit of America" in R-9 to a LIFE INSURANCE COMPANY.

Perc Earl made a $100 sale of Personal Imprint Blotters to an OPTICIAN.

E. V. Harris sold 300 DeLuxe Calendars, "Scenes of My Childhood" to a FUNERAL DIRECTOR—a new customer.

Bob Shea sold 1000 "Spirit of Youth" Magic Shoppers to a MARKET.

Ed. Sierer made a $125 sale of "Priceless Heritage" to a FUNERAL DIRECTOR—a new customer.

Lynn Walker made a new customer with a sale of "Spirit of America" to a FURNITURE DEALER.

Harry Etter made a new customer with a nice sale of Personal Imprint Blotters to an INSURANCE COUNSELLOR.

Charlie Chamberlain sold the Al Baskin idea to an INSURANCE AGENCY, using "Bright Bouquets" Post Cards.

F. G. Britton sold "Come Back Here" in R-2 Billboards to a LUMBER DEALER—a new customer. Mr. Britton also sold 50 "Admiral" Paragon Billfolds to a MERCANTILE CONCERN—an old customer.

And Mr. Britton appears again with a sale of HG4292, "The First Snowfall" to a CHEVROLET DEALER.

P. H. Cowherd sold "My Bonnie" in S-257 to a GROCERY AND MARKET—a new customer.

Mr. Cowherd also sold "My Blue Heaven" to a DRUGGIST.

Mr. Cowherd makes the column a third time with a sale of "Sunrise" to a LUMBER DEALER. And here's the outstanding copy line on this order—"BY SERVING YOU BEST, WE'LL SERVE THE REST."

Guy Dean sold 400 S-257 Dairy Calendars with "A Long Life and a Healthy One" to a DAIRY.

DIRECT MAIL ADVERTISING IS CONFIDENTIAL AND YOUR COMPETITOR NEED NOT KNOW YOUR PLAN OF CAMPAIGN.

DIRECT MAIL ADVERTISING PERMITS QUICK TURNOVER AND BETTER PROFITS.

John S. Petko sold 300 Art Mount Calendars, "The Joy of Living" to a CHEVROLET DEALER—a new customer.

A. A. Bender created a new account with a sale of 100 No. 115 Pencils to a TYPESETTING COMPANY.

C. G. Waite made a $70 sale of Paragon to an INN.

Mrs. Fannie Peterson sold 19 "Skipper" Billfolds to a PUBLISHER.

Miss Katherine Melcher sold 225 Paragon Comb and Nail File Cases to a FORD DEALER.

Jut Laing made a nice sale of Paragon Billfolds to a big ELECTRIC LIGHT AND POWER COMPANY—a new customer.

Sam Haynes made a new customer with a sale of 225 Pencils for High School Distribution. The sponsor is a BAKERY.

May God's Blessing Rest Upon All Those Who Worship in This Church Today

As many Gerlach-Barklow salesmen already know, it was Herman Grotte who inaugurated the Church distribution plan in connection with Fan sales.

As the result of this plan of campaign, Mr. Grotte sells thousands of dollars worth of fans each year.

This year he permitted one of his Funeral Director customers to sponsor the fan distribution in his home city, and the above copy, prepared by Mr. Grotte, made a tremendous hit, both with the customer and with the Clergy.

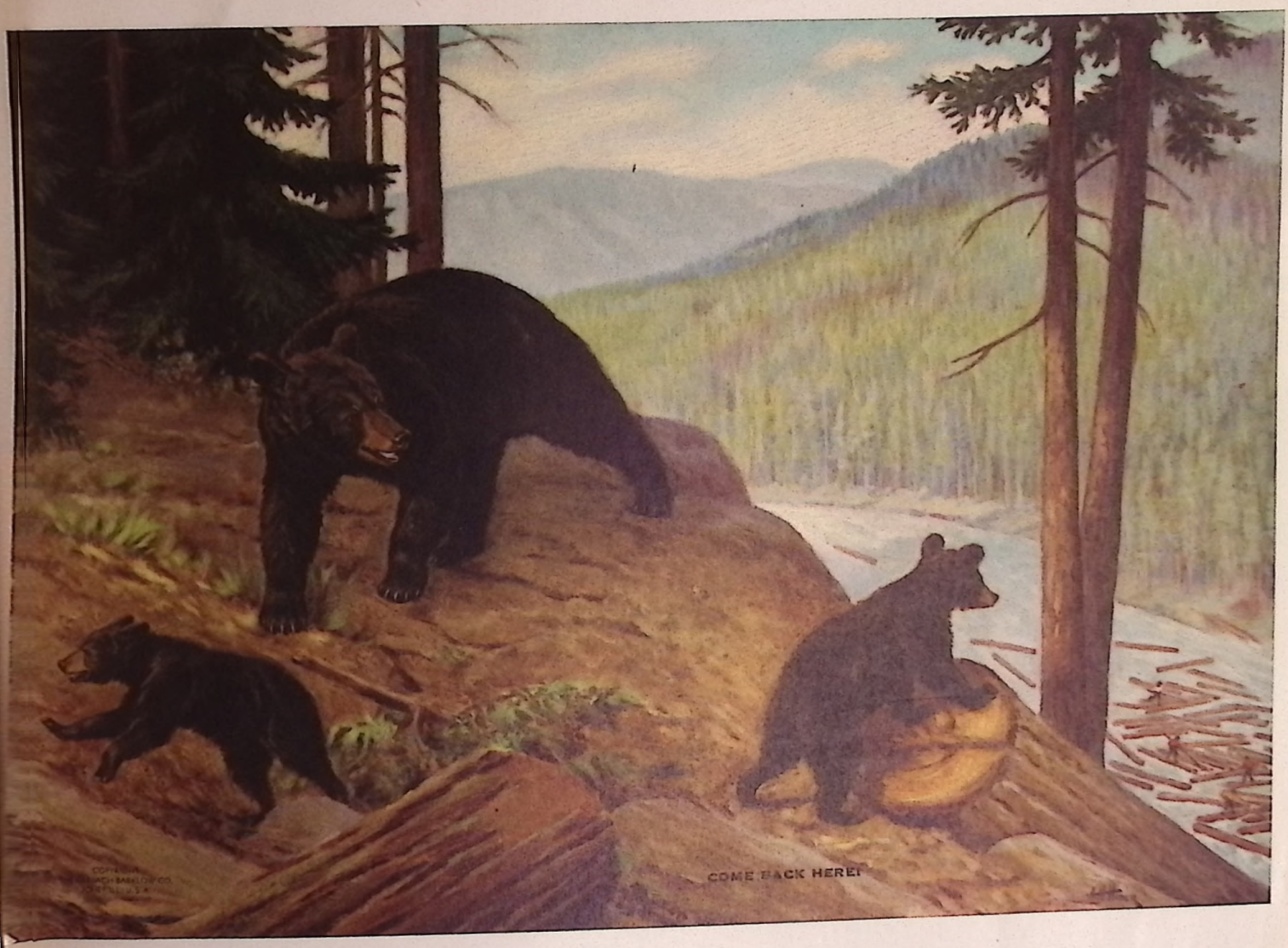
The copy is not copyrighted, and you are free to make use of it in your own Church Fan Distribution Plan.

And don't forget the old standby, the Van Ambergh copy, which has been used on so many thousands of fans. Lest you may have forgotten it, we reprint it here, so that you may offer your customer his choice. Herman Grotte's copy—being more dignified, will probably appeal more strongly to the Clergy, but let your sponsor—customer—take his choice of copy.

Here's the Van Ambergh copy—

NOT ALL THE GOOD FOLKS GO TO CHURCH,
NOR DO ALL THE BAD FOLKS STAY AWAY,
BUT SOMEHOW I'VE ALWAYS HAD A LEANIN'
TOWARD FOLKS WHO GO TO CHURCH.

—Van Ambergh.



COME BACK HERE
WHEN YOU WANT THE BEST
IN LUMBER AND BUILDING MATERIALS

THE GUTHRIE LUMBER CO.

1941			MAY			1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat
-	-	-	-	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

The Beloved Philosopher Says

I kin always tell whether a salesman has got somethin' that it'll pay me to buy er not, by the way he talks about it an' shows it to me.

If he's got the goods, he's as proud an' enthusiastic as a pup thet's caught his first rat, an' wants everybody to know about it.

I like to buy from such salesmen; don't you?